



INTERNATIONAL ORIENTEERING FEDERATION

**STRATEGIC DIRECTIONS**

**INTERNATIONAL ORIENTEERING FEDERATION**

**2012 – 2018**

## PREFACE

The vision of the International Orienteering Federation (IOF) is that orienteering is included in the Olympic and Paralympic Games.

The goals and strategic initiatives presented in Strategic Directions will promote the realisation of this vision. The actions required to implement the strategy are contained in the Activity Plan and in Council and Commission Remits.

The IOF is, by its Statutes, obliged to respect and abide by the Olympic Charter and the provisions of the World Anti-Doping Code and to respect and implement the Olympic Movement's Agenda 21 on protection of the environment and sustainable development.

## VISION

The vision of the IOF is that orienteering is included in the Olympic and Paralympic Games.

## VALUES

Orienteering is **at one with nature**.

Orienteering is respectful of the natural environment. It promotes environmental good practice

Orienteering is **mentally and physically challenging**.

It advocates and supports a healthy lifestyle; an active mind and body.

Orienteering is characterised by the **spirit of adventure**.

Through the challenges of navigation, orienteering develops **self-confidence, independence and life skills**. It is a lifelong sport, enhancing the quality of life.

Orienteering is **inclusive**.

Orienteering promotes the inclusion of women and men equally from all ethnic, religious and social backgrounds. Success by women and men is equally recognised.

Orienteering is committed to being a **drug free** sport and supports the World Anti Doping Agency (WADA) motto *play true*.

Orienteering is characterised by the spirit of **friendship** and is committed to the notion of **fair play**. It is expected that all persons taking part in an orienteering event shall behave with fairness and honesty.

## KEY GOALS

Our key goals to be achieved by the end of the strategy period 2012 - 2018 are that

- Orienteering shall be a truly global sport
- Orienteering shall be visible and attractive
- Orienteering shall be positioned for inclusion in the Olympic and Paralympic Games

### A TRULY GLOBAL SPORT

This goal means:

- Fostering development in new countries and existing member countries
- Having well functioning regional working groups
- Being included in international multi-sport games
- Staging major IOF events regularly outside Europe
- Raising the elite level in all regions

### VISIBLE AND ATTRACTIVE

This goal means:

- Positioning World Orienteering Championships as our premium platform for promotion of orienteering
- Being attractive for external partners
- Increasing the attractiveness of orienteering to young people
- Having environmental friendly events and organisations

### POSITIONED FOR OLYMPIC AND PARALYMPIC GAMES

This goal means:

- Working for acknowledgment in the world sporting community
- Systematically implementing the IOC evaluation criteria for sport and disciplines
- Gaining active support from sport governing organisations, federations and public sector

To achieve the goals set for the strategy period 2012 – 2018, close co-operation between the IOF and its member federations and regions is needed.

## **STRATEGIC INITIATIVES**

The following strategic initiatives and actions are necessary to achieve the IOF key goals

- Focus on key outcomes
- Increase the attractiveness of orienteering to young people
- Strengthen the IOF's position on the world sporting stage
- Increase the visibility of orienteering
- Strong management and funding

### **FOCUS ON KEY OUTCOMES**

To spread the sport, the IOF and the regions must focus their developing work on a few key outcomes to be achieved by end 2018:

- The IOF shall have 90 members
- All members organise national championship in at least one recognised IOF discipline
- 65 members take part in World Orienteering Championships
- The IOF shall regularly plan and stage major IOF events outside Europe
- The IOF shall promote and further enhance the environmental sustainability of orienteering

### **INCREASE THE ATTRACTIVENESS OF ORIENTEERING TO YOUNG PEOPLE**

To foster innovation in our sport and to spread it to new countries, the IOF and the regions must promote youth orienteering, i.e. orienteering must be made more attractive to young people. This strategic initiative is an investment in the future. The IOF shall therefore:

- Devise innovative measures to attract young people
- Develop activities attractive to young people
- Engage young people in the IOF values and encourage participation in orienteering at all levels
- Seek inclusion in international youth games
- Promote improved accessibility of orienteering activities and events

### **STRENGTHEN THE IOF POSITION ON THE WORLD SPORTING STAGE**

To promote orienteering in the world sporting community, the IOF must foster an international awareness that orienteering is a sport that adds value to the community. The IOF shall therefore:

- Strengthen the position in multisport Games where orienteering is on the programme
- Continue to build further the relations with the IOC and other international sporting organisations
- Communicate our position and values in the world sporting community
- Seek inclusion in further multisport games
- Seek election to boards of international sporting organisations

### **INCREASE THE VISIBILITY OF ORIENTEERING**

To increase the visibility of our sport, the IOF needs to work in various dimensions like sport events, sport governing organisations, marketing businesses, as well as the public sector. The IOF shall explore new means to achieve visibility and shall therefore:

- Research and aspire to establish new commercial partnerships (e.g. event management, media, promotion agencies, sponsoring research, etc.)
- Make the World Orienteering Championships attractive to additional commercial partners
- Create a multi-media action plan (technology, production, distribution, commercialisation)
- Continue to find ways to present orienteering to non-participants in an attractive way (create sport entertainment)
- Continue to provide support for professional presentation of events
- Continue to be an active partner with organisers in event planning and execution, to ensure maximum benefit at the international level

### **STRONG MANAGEMENT AND FUNDING**

To secure implementation of the strategic initiatives, the IOF must strengthen its management and financial capabilities. The IOF shall therefore:

- Strengthen the capacity and capability of its professional and voluntary resources
- Increase its professional human resources in the marketing and public relations domain
- Increase external income

Marcel Schiess, 28.10.2011